

ADMINISTRATION/MANAGEMENT

Activity Title:

Expand Multi-Modal Planning, Education, and Services

Activity Purpose and Overview:

The purpose of this recommended MMT activity is to further the expansion of multi-modal planning, education, and services throughout the greater Lincoln community. This activity includes a widely ranging number of approaches which target near and long term programs and projects.



Multi-modal planning, education, and services are all important elements in making this Multi-Modal Plan successful. Many multi-modal planning, education, and service elements are addressed throughout this Plan. However, there are additional activities which can garner long term support for multi-modalism and further the viability of a variety of mobility opportunities. The general intent for these three areas include:

- **Planning** – The Lincoln Metropolitan Planning Organization’s, City of Lincoln’s, Lancaster County’s, and State of Nebraska’s planning programs need to respect and reflect the integration of multiple modes within the community’s future transportation and land use plans. This intent should in turn be carried over into the design and implementation of local and State projects and programs. In addition, it is imperative that the collective planning program build off the multi-modal directives embodied in Federal, State, and local statutes and regulations.
- **Education** – Present and future residents of the greater Lincoln community will profit from a greater understanding of the benefits associated with multi-modal travel. This educational component of the Plan needs to inform all generations about the opportunities presented to them from alternative modes of transportation. Education can serve as a vital building block for ensuing

the long term sustainability of the multi-modal approach for planning, designing, and building our community.

- **Services** – While this Plan contains numerous recommended actions regarding ways to further greater use of alternative modes, there are additional services that can be pursued. These include various incentives, public transportation policies, and support programs which make alternative modes more attractive and desirable to travelers.

Activity Description:

This section examine the character of the planning, education, and service actions that need to be undertaken in support of multi-modal transportation for the greater Lincoln area. The section is divided into subsections dealing specifically with each of these three topics.

Planning

Federal transportation planning regulations direct those in charge of the “metropolitan planning process” to consider a range of projects and strategies. In particular, the regulations called for consideration of ways to “increase the accessibility and mobility options available to people...” and to “enhance the integration and connectivity of the transportation system, across and between modes, for people....” Clearly evident in the regulations is the mandate for weighing multi-modal opportunities as part of Lincoln’s transportation planning process.

The following offers specific actions to be take in the near and long term to address this directive and to otherwise integrate multi-modal transportation considerations within our local area planning process:

- **Membership on MPO Technical Advisory Committee** – A key group within the formal Lincoln area transportation planning process is the Lincoln-Lancaster Metropolitan Planning Organization’s (MPO) “Technical Advisory Committee.” The purpose of this group is to serve as the staff level administrative and technical branch of the planning process. The Technical Committee is responsible for initially proposing and reviewing all studies, programs, and administrative regulations involving the Lincoln-Lancaster County’s transportation planning process. This includes the formulation of the “Long Range Transportation Plan” (LRTP), the “Transportation Improvement Program” (TIP), the “Unified Work Program” (UWP), the “MPO’s Certification Report”, and other pertinent traffic and transportation studies undertaken for the greater Lincoln area. The findings and recommendations of the Technical Committee are routinely forwarded to the

Lincoln-Lancaster County Planning Commission, Lincoln City Council, Lancaster County Board of Commissioners, Mayor of Lincoln, and the MPO Officials Committee.

Membership on the Technical Committee is drawn from local, State and Federal government. The Committee is composed of 20 members – 15 voting members and 5 non-voting members. The voting members are all from the staff's of various local and State governmental agencies, while the non-voting members include Federal government officials and the Chair of the Mayor's Pedestrian/Bicycle Advisory Committee.

To further ensure the goals and concerns of multi-modal transportation are adequately considered during the initially planning phases of short and long range plans, **it is recommended that the Multi-Modal Transportation Coordinator be made a voting member of the Lincoln-Lancaster County MPO Technical Committee.** The addition of this member to the Committee will ensure that an affirmative “voice” for multi-modalism is present during the discussions and when actions are taken by the Committee.

- **Annual Report on the Status of Multi-Modal Transportation Activities –** The implementation of this Plan will take many years to accomplish. This intimates the need to integrate multi-modal monitoring activities in the continuing transportation planning and programming processes. To meet this need, **it is recommended that a “Multi-Modal Status Report” for the Lincoln and Lancaster County area be prepared on an annual basis by the Multi-Modal Transportation Coordinator.** This report should address how and to what degree the intent of this Multi-Modal Plan has been met, where additional planning and programming actions need to be focused, and any other pertinent issues and concerns. This report should be reviewed and acted upon by the MPO Technical Committee and forwarded through the established public review process. One option for implementing this recommendation is to make this report part of the “Annual Review” of the Lincoln-Lancaster County Comprehensive Plan and Long Range Transportation Plan.

- **Pedestrian/Bicycle Advisory Committee (PBAC) –** In June of 2000, the City Council adopted Resolution A-80028 creating the “Pedestrian/Bicycle Advisory Committee.” This Committee was formed from two previous advisory groups – the “Recreational Trails Advisory Committee” and the “Bicycle Safety Sub-Committee of the Lincoln Traffic Safety Committee.”

Since its creation four years ago, the 14-member PBAC as been closely involved in the community's dialogue regarding pedestrian and bicycle issues.

The PBAC was consulted during the formulation of this Multi-Modal Plan relative to a variety of planning concerns involving pedestrians and bicyclists. The Resolution forming the Committee calls for it to “provide advice and make recommendations to the Mayor, the City Council, and the Department of Parks and Recreation on the development of a comprehensive plan for a bicycle and pedestrian network for transportation, recreation, and physical fitness and to monitor the implementation of such plan.” The founding Resolution also notes that the Committee shall be involved in examining “the location, need, design, safety, and the development of policies regarding the use of trails and routes, and to promote education and public information about the safe use of the bicycle and pedestrian system.”

The PBAC needs to continue playing a vital and intimate role in advancing the maintenance, expansion, and use of the City’s pedestrian and bicycle network. While the Committee has accomplished much and will continue to do so into the future, **it is recommended the members of the PBAC explore, with staff, ways in which the Committee can be even more instrumental in furthering the goals of this Plan.** This may include:

- (1) formally expand the Committee’s geographic area of responsibility to include all of Lancaster County;
- (2) consider if all modes are properly and adequately represented on the Committee and make recommendations to the Mayor should they feel changes are appropriate (including adding members to ensure the interests of all modes are satisfactorily represented.);
- (3) become more actively involved in the activities of the MPO Technical Committee, including ensuring that the PBAC Chair attends all MPO Technical Committee meetings and reports regularly to the group about the actions and discussions of the Technical Committee regarding pedestrian and bicycle needs;
- (4) develop a separate document clearly articulating their “comprehensive plan” for a bicycle and pedestrian network;
- (5) annually review and prepare a formal report on capital improvement programs and related policies of the City, County, and State in meeting pedestrian and bicycle goals;
- (6) expand PBAC’s reporting responsibility beyond that contained in Resolution A-80028 to include the City-County Planning Commission,

County Board, MPO Technical and Officials Committees, and other city and county departments; and,

(7) make greater use of their power to “conduct public hearings” to broaden the community-wide discussion on the pedestrian and bicycle issues.

- **Planning Relationship with the University of Nebraska-Lincoln** – Urban areas serving as home to major institutions of higher learning are in a unique position to meet challenges of advancing multi-modal objectives. Recent research shows that such institutions offer a prime market niches for successful transit, bicycle, and pedestrian programs. Examples from other communities suggests that the University of Nebraska-Lincoln could become an important player in helping Lincoln meet our multi-modal transportation objectives. The more than 25,000 students, faculty and staff members furnish a strong foundation of travel demand for a variety of transportation alternatives.

It is thus recommended that the City expand its present dialogue with UNL’s administrative and planning staff to consider how the City and University could partner to expand multi-modal opportunities serving the needs and interests of both entities. This may include establishing a formal and regular dialogue between the Multi-Modal Transportation Coordinator and UNL staff to examine multi-modal transportation opportunities involving StarTran and UNL transit services, pedestrian pathways, parking, and bicycle support facilities.

Education

Information is a powerful tool in helping an individual or group meet desired goals and objectives. This is especially true when pertinent information is commonly held among a particular constituency or across the broader community. Information can lead to a more coherent understanding of the merits and virtues underlying a proposal and aid in sustaining its implementation.

This subsection examines educational approaches to multi-modalism allowing for a greater understanding of the benefits of alternative modes and creates procedures for expanding the informational foundation for this educational effort. The recommended approaches include:

- **Pedestrian, Bicycle, and Motorist Education Programs** – No matter how well we are able to improve the physical conditions for walking and biking in our community, pedestrians, bikers, AND MOTORISTS need to understand

their respective roles. The entire transportation system begins to break down and conflicts arise when safety and enforcement matters are misunderstood or improperly enforced. And that's where education can help.

An educational program targeting ALL USERS of the City's streets, sidewalks, and multi-use pathways should be pursued. This program needs to address all generations and levels of skill.

Among **bicyclist**, for example, the educational program should target every age group – from pre-schoolers, through adults and senior citizens. Very young children may experience bicycling as either a passenger or as a rider. As passengers, they can learn about bike safety as families take bike rides together. As children mature to use big wheels or tricycles, they learn how to control the cycle and that such vehicles are not mere toys. They should be instilled with basic safety skills including helmet usage, balancing and controlling a bike, watching out for pedestrians and other bicyclists, and when and how to ride in the street.



Educational efforts should continue into elementary school and into the teenage years. Children from five to eight can learn ways to ride carefully on sidewalks and wet pavement, including not only how to avoid falls but how to minimize injury if an accident were to occur.

As young people grow more independent, bicycling carries even more responsibility. For teenagers especially, reinforcing the need to wear a helmet at all times takes on added importance. Understanding traffic laws and learning how best to ride in traffic takes on greater significance. Education, however, shouldn't stop there – adults and even senior citizens require bicycle training as well. Adults often cycle with smaller children or perhaps transport cargo. How best to use child seats and trailers should be stressed. Adults should even learn how to deal with harassment from motorists and other traffic.

Pedestrians may be the forgotten piece in this educational puzzle. It is assumed by most people that walkers (and runners as well) simply know how to use sidewalks and multi-use paths and how best to maneuver their way through traffic. The reality is much less clear cut.

Nationally being struck by a car is a leading cause of death and injury to children. This is especially true for children between the ages of five and nine.

Children's behavior should be supported by meaningful education on how to cross streets, when to enter a street or cross a driveway, and safe ways to walk to key destinations, such as schools and playgrounds. At the other end of the age spectrum, older Americans experience fewer pedestrian crashes but when they do occur the results are often devastating. Educational efforts among adults and seniors can be very effective as most are more receptive and understanding than young people about the hazards of being a pedestrian. Programs should stress the need for proper footwear (traction) and highly visible clothing, as well as making sure to watch out for inattentive and uncourteous motorists.

The final but certainly not the least important constituency group are **motorists**. Motorists seldom give much thought to pedestrians or bicyclists. They tend to be more preoccupied with other vehicles on the road, or perhaps with other distractions such as cell-phone usage, other passengers in the car, or grabbing a bite to eat while they drive. The



peaceful interior of modern vehicles can give a false sense of insulation and detachment from the driver's environment. Drivers often view people walking or riding a bike as an annoyance and inconvenience. Mutual respect between motorists, pedestrians, and bicyclists forms the basis for a safer and enjoyable experience for all parties. Motorists must learn their obligations as drivers to comply with the rules of the road and to honor the rights of individuals and families out walking and biking.

Some of the specific actions to be taken in the future to further pedestrian, bicyclist, and motorist education include:

- ❖ Create a community-wide coordinated "Share the Road" educational campaign that is promoted through various private and public venues.
- ❖ Include components on "safe bicycling" and "sharing the road" in driver education programs.
- ❖ Improve the collection and dissemination of data concerning pedestrian and bicycle crash incidents (see below) to further public awareness.

- ❖ Encourage local public and private schools to establish pedestrian and bicycle user training programs across all grade levels.
- ❖ Work with senior programs to discuss the benefits of pedestrian activities and how to do so safely.
- ❖ Coordinate with public safety officials to enforce laws targeting pedestrians, bicyclists, AND motorists.

■ **Pedestrian and Bicyclist Crash Statistics** – Over 78,000 pedestrians and 48,000 cyclist were injured in crashes during calendar year 2002 across the United States. Fatalities during this same time numbered 4,882 pedestrians and 662 cyclists. National statistics have shown a modest decline in crash and fatality rates for pedestrians and cyclist over the last ten years, although many researchers attribute this to a decline in the number of American choosing to walk or ride bikes.



Lincoln has reported similar findings with reported pedestrian accidents varying between 100 and 150 per year between 1975 and 2001. The “2001 Lincoln Crash Study” prepared by Kirkham Michael reported that,

“During 2001, there were a total of 244 collision involving pedestrians or bicycles, an increase of one crash from the year 2000. Of the 244 collisions, 105 involved pedestrians and 139 involved bicycles. . . .The most frequent types of pedestrian crashes involved vehicles proceeding straight and turning left at intersections. The most frequent types of bicycle collision involved motorists violating a stop sign or traffic signal, a vehicle pulling out of a driveway/alley, or a bicycle violating a stop sign or signal.” Page 10

As the potential for pedestrian and bicycle usage in Lincoln increases, it is important Lincoln remain vigilant in monitoring and reporting crashes involved people on foot or on bikes. **It is recommended that the City continue its program of collecting and analyzing pedestrian and bicycle**

crash data and that the City begin issuing an annual report evaluating the trends and issues surrounding this element of the City's transportation network.

- **Pedestrian and Bicycle Statues** – Communities across the United States maintain numerous laws governing the use of its public ways. These laws regulate how vehicles (motorized and non-motorized) and pedestrians are to behave on municipal streets and pathways. In many cases, these laws have been adopted over the years in a piecemeal and uncoordinated fashion, and many older statues may be out of date with contemporary traffic engineering and user practices.

In Lincoln, for example, city law requires bicyclist to dismount their bikes and walk them across intersections. Such practices are often out of date with contemporary approaches and should be revised accordingly.

It is thus recommended that the City Attorney's Office, the City Department of Public Works and Utilities, City Parks and Recreation Department, and City-County Planning Department conduct an "audit" of present pedestrian and bicycle regulations to determine desirable changes in present local statues to ensure they are brought up to date with contemporary practices. The findings of this audit should be made known to the Mayor, City Council, and the Pedestrian/Bicycle Advisory Committee for appropriate and timely action.

Services

There are numerous ways in which multi-modal concepts are applied in communities. One way is with coordinated programs that provide services to people as alternatives to driving alone or to driving altogether. The best solutions to transport problems often consist of management innovations that encourage efficiency and improve basic mobility services (walking and cycling conditions, road system management, public transit services, delivery services, etc.)

Transportation demand management (TDM) is the general term for strategies that achieve these objectives. TDM is about maximizing access while minimizing costs. TDM typically uses education, marketing, and various incentives or disincentives to influence travel behavior. Results of TDM programs can vary widely.

TDM programs can be useful to a wide range of users of the transportation system. Both public and private employers can benefit from such efforts. The following are a range of Transportation Demand Management techniques and ideas that should be considered for implementation locally as part of the multi-modal transportation planning process:

- **Rideshare and Incentive Program** – Rideshare and incentive programs are usually the core of a Transportation Demand Management program. These programs provide a single-occupant vehicle driver the opportunity to share a ride to work with a co-worker or a person(s) working in the same area of town. This service is most often provided through a public agency that promotes ridesharing and provides a rideshare matching service that matches people who live and/or work near each other. Private employers also provide such services as carpool matching for their employees, and even provide vanpooling services as part of a benefits package.
 - **Carpooling** is the most popular form of shared-ride commuting in the country. Carpools can be tailored to fit the needs of those participating and can be more flexible than other commuting alternatives. Carpooling saves money by sharing gas and parking costs, and by limiting wear and tear on an individual's vehicle by not using it on a daily basis. Carpooling also benefits the environment. As the urban area grows, consideration of High Occupancy Vehicle (HOV) lanes can also support carpooling by decreasing commute time.
 - **Vanpooling** is also a popular application of ridesharing and often is provided by an employer as part of a company's TDM program and benefits package. This is very useful for employers who have a large segment of its employees living in an area that is a lengthy distance away from their offices. The public sector can get involved in this level of ridesharing by providing monetary incentives to those who participate in a vanpool.
 - **Preferred parking** for those who do participate in rideshare programs is often a successful incentive program that encourages people to share the ride. Often employers designate "carpool only" parking spaces that are next to the entrance or are covered from the elements. Also, providing parking at a reduced cost or for free for those who carpool is another incentive. This is often a technique that public agencies can use with public parking services to encourage ride sharing.
 - **Guaranteed ride home** programs can provide the "safety net" many people need to participate in ridesharing programs to ensure their ability to get home from work in the case of emergencies. Often free taxi rides or car rentals are provided as part of such a program. This can be provided by a private company or by the public sector.
- **Encourage Alternative Modes of Travel** – Other TDM strategies exist that involve using modes of travel other than the automobile. Often programs and

incentives that encourage people to use transit, walk, bike, or combine modes of travel are implemented to decrease the amount of single occupant vehicles on a community's highways.

- **Transit use incentives** provide reduced fares for using transit instead of driving. Lincoln's StarTran does offer reduced fares as part of its incentive program. Reduced fares could be part of a TDM program as well. Private companies can participate by providing either reduced cost transit passes to employees, or by offering transit passes for free as part of a benefits package.
 - **Bicycle and walking incentives** are also used as part of a TDM strategy and program. Rewards can be offered to those who walk, bike, or use another form of transportation other than driving. Often points can be accrued for each trip that is made without using a car and over time those points can be "cashed in" to buy such items as movie passes, gift certificates to groceries stores, or cash. Both private sector employers and the public sector could administer such an incentive program. A useful marketing tool with this is the sponsorship of a bike/walk/take the bus to school or work day(s) to get the word out on TDM programs and benefits.
 - **Work schedule changes** can be used as well to decrease the amount of trips taken during peak commute times. Flex time, or staggered work hours, telecommuting, and compressed work weeks are strategies that can reduce the home-to-work trips or change the time the trip is made (non-peak). While the auto is still used, the amount of use and timing of its use changes and thus helps with congestion.
- **Land Use and Site Design** – The form of the built environment can play a significant role in the opportunity and desirability to use modes of travel other than the single occupant vehicle.
- **Multi-use developments** can help decrease the number of trips taken in a given day by combining uses within one activity center. With multi-use centers, a person can go to their place of work, and without taking an additional trip can go to lunch, pick up dry-cleaning, go grocery shopping, and go to the bank all within the same activity center.
 - **Secure bicycle racks and lockers** for bicycle commuters can be provided at employment sites and activity centers to encourage bicycle

use. Providing covered racks and lockers can enhance the desirability of such items.

- **Pedestrian facilities** can be provided at employment centers so that it is convenient, safe, and enjoyable to walk to and from a job site for commuting purposes and during the work day for lunch and errands.
- **Park-n-Ride lots** can be provided along transit routes or at other strategic locations so that transit users and carpoolers may use them as convenient drop off and pick up locations. Often parking is free to users of the transit system and to carpool participants.
- **Bus Pull Out Lanes** can be provided along major travel corridors to enhanced transit operations and traffic flow. These also offer clearly identified transit loading sites for bus riders and lend an additional degree of safety to users of the service because the bus is out of the traffic lane when boardings and unloading occur.
- **Smart mortgages** are an incentive program that can be provided to people who purchase homes along transit routes and use transit instead of their automobile for their transportation needs. By realizing costs savings from using transit and not having to use, maintain, or purchase a vehicle, the savings are added to a person's home buying power and qualification. This will allow people to qualify as a home buyer when that was otherwise impossible, or to qualify for a larger mortgage.

Funding for TDM programs can be found through federal programs such as the Transportation and Community and System Preservation Pilot (TCSP) program which is a program from TEA-21 that funds projects that are related to land use, community quality of life, and transportation.

Also available are federal funds from the Transportation for Livable Communities (TLC) which provides funding for planning studies and capital expenditures that improve town centers, public transit hubs, or key streets as a way of fostering the link between transportation alternatives and land use. The Transportation Enhancement Activities and Transit Enhancements program through TEA-21 is designed to fund environmental and alternative transportation projects.

While federal funding is possible, funding limits are often imposed on individual projects and applications due largely to the limited amount of federal funding for each of these programs. It is well documented that local and state funding is the most common source of funding for TDM programs throughout the country. This is especially true for dedicated and consistent funding sources that do not have to be applied for on a regular basis.

Given this, local funding from the state, city, and county will need to be available for some TDM efforts to be implemented.

It is possible to develop programs through the private sector. Employers can provide a dedicated staff person to administer the company's TDM efforts. These types of positions are often located in a company's human resources or personnel departments as part of their benefits program.

Also, Transportation Management Associations (TMAs) can be established to implement a TDM program. TMAs are nonprofit coalitions of local businesses and/or public agencies that work to strengthen partnerships with businesses to reduce traffic congestion and pollution by improving commuting options for their employees. TMAs usually focus on the travel needs of large employers, and are often created to give businesses a voice in local government transportation planning, to advocate enhanced mobility, and to reduce employer costs of implementing individual worksite transportation programs through economies of scale. They serve as transportation "consultants" for businesses wishing to implement TDM programs such as carpooling, vanpooling, and parking management. And they work with local governments, transit agencies, and other transportation providers to promote improved transportation services. **Efforts should therefore be made to discuss private TDM program opportunities with local employers and with the local business community.**

A range of TDM measures should be attempted locally in Lincoln and Lancaster County. Many can be proposed and started with the expertise of the multi-modal coordinator position. However, with continued implementation, expansion, and success of TDM efforts, **it will be necessary to provide an additional staff person** to administer a fully developed TDM program. Most cities that provide a public TDM program employ a dedicated staff person to administer the program. It is also necessary to purchase ridesharing software if a carpool matching program is to be part of the program.

Activity Time Line and Responsibility:

PHASES I, II, & III

“Multi-modal planning, education, and services” are perhaps the most varied of the dozen sets of Task Force recommendations. This grouping is broadly inclusive and calls for a series of activities that will take many years to both initiate and then complete. The specific activities are intended to address a host of actions supporting the long term growth and success of multi-modalism in the city and county. In noting the breadth of their scope, it is also suggestive of the variability in when and how the specific activities should be implemented.

The following section describes a general time frame for accomplishing the various activities and, to the degree it can be known today, spells out the agency or agencies who would most likely carry out the particular recommendation.

Planning

To provide a sound procedural foundation for multi-modalism in our community, the recommended “Planning” activities typically should begin in the near-term and continue into the future. Virtually all the activities should start within the first two years of the Multi-modal program’s initiation. These include:

1. **Membership on MPO Technical Committee** – Within weeks from the acceptance of this Report and the creation of the Multi-Modal Transportation Coordinator position, the City should approach the Technical Committee and discuss means for creating an additional voting position on the Lincoln-Lancaster County MPO Technical Committee. The “Multi-Modal Transportation Coordinator” position is presumed to be the individual who would fill this role on the Technical Committee.
2. **Annual Report on Status of Multi-Modal Transportation Activities** – This activity would occur over a number of years with the first “Annual Report” issued as part of the Comprehensive Plan Annual Review in May of 2005. Preparation of this Report should be the responsibility of the Multi-Modal Transportation Coordinator.
3. **Pedestrian/Bike Advisory Committee** – The task of exploring the future role of the PBAC in multi-modal planning and implementation should be completed before the end of calendar year 2004. This activity should be coordinated through the Chair of the PBAC and be supported by existing staff.
4. **Planning Relationship with UNL** – The City and University currently maintain a strong working relationship regarding general long range planning. This relationship should be strengthened to place additional emphasis on seeking a consensus regarding multi-modal goals and objectives. This should begin with discussions between the respective staffs to review the transportation and land use components of the adopted City-County Comprehensive Plan, the Campus Master Plan for UNL, and this Report.

Education

Community awareness and understanding of the benefits of alternative travel modes is vital to the long term success of any city's multi-modal efforts. An informed public provides the foundation for nurturing and sustaining the vision embodied in this Plan. In short, community education provides the wellspring from which to ensure the success of the Task Force's recommendations.

The task of pursuing the educational activities and informational components of this Plan must be shouldered by several departments and outside entities. These include:

1. **Pedestrian, Bicycle and Motorist Education Program** – The task of ensuring that everyone who walks, rides a bike, and/or drives a car understand their respective roles and responsibilities – as well as the benefits of using alternative travel modes – is not an easy one. This will take a concerted effort over many years and involve potentially hundreds of people – if not more.

Some local educational programs already exist. Those efforts need to be catalogued and the agencies undertaking this work contacted regarding the intent, focus, scope, and longevity of their programs. Then a determination should be made concerning the primary educational areas needing most immediate attention – especially regarding the relative priority of pedestrians, bicyclist, and motorists.

This initial review should be completed by the Multi-Modal Transportation Coordinator during the first twenty four months of the Multi-Modal Plan's implementation phase. The Coordinator should not be expected to be the implementing agent of these programs – rather the Coordinator can serve to facilitate the discussion regarding the programmatic needs, and can aid in obtaining funds necessary to operate the programs. It would be expected grants from various private and public sources would be sought to provide the financial basis for these activities.

The educational programs stemming from this activity would be expected to touch users of all modes, all generations, and all geographic areas of the community. Other agencies that could play important roles in these programs include the Lincoln Public Schools and other school

districts in the city and county, the City-County Health Department, the Lincoln Parks and Recreation Department, the City Public Works and Utilities Department, the Lincoln Police Department, the Lincoln City Libraries, and the Mayor's Office. Numerous other human services and private groups involved in travel safety and in furthering alternative travel modes should also be approached about participating in these programs. The Pedestrian Bicycle Advisory Committee (PBAC) can play a very affirmative role in advancing this recommendation – primarily through their knowledge of existing programs and participants, and potentially their direct involvement in implementation.

2. **Pedestrian and Bicyclist Crash Statistics** – The City's Public Works and Utilities Department should be encouraged to continue their program of gathering and analyzing pedestrian and bicyclist crash data. To the degree possible, the Department should also look at ways to expand the scope of the analysis and reporting of this information, including possibly including a chapter on this subject in the Comprehensive Plan Annual Review Report.
3. **Pedestrian and Bicycle Statutes** – The Pedestrian Bicycle Advisory Committee (PBAC) has expressed an interest in undertaking a review of the City's pedestrian and bicycle statutes. The means for completing this effort should be further explored by the PBAC with city staff and, as possible, a work program and study schedule defined. If determined feasible, the participating parties should strive to complete this review within a year from the issuance of this Report. All recommendations stemming from this analysis should be sent in writing to the Mayor for consideration and potential action.

Services

There are - and will be in the future – numerous opportunities for advancing the “multi-modal services” described earlier in this section of the Report. The wide breadth of these service options suggests, however, that their implementation needs to be approached in a systematic and logical fashion. Emphasis should be placed on low cost actions befitting current travel behavior patterns and those exhibiting the greatest chance of success. As awareness of multi-modal options grows, the perceived viability of other options will increase. In short, the service concepts outlined above should be approach in an incremental manner and implemented as conditions warrant.

The most promising immediate action would be to pursue implementation of a “Smart Mortgage” program. This approach is gaining popularity and acceptance across the country. It was recently started in Omaha by the Metropolitan Area Transit (MAT) Authority. This program offers immediate benefits and is available to Lincoln with an appropriate investment of staff time and resources. This program option should be reviewed by StarTran staff and the StarTran Advisory Board, with recommendations from this review provided to the Mayor and City Council within three months from issuance of this Report.

Over the next five years, other multi-modal service activities could be pursued including business sponsored vanpooling, transit incentive programs, bicycle and walking incentives, bike racks and lockers at major activity centers, pedestrian facilities, and guaranteed ride home programs. Many of these would likely occur later in the initial phase of the Plan’s implementation. Agency responsibility will likely vary depending upon the specific program and available funding.

During the second phase of the program’s implementation (that is, during the five to twenty year time period), additional service options will emerge as viable approaches. These may include a carpooling program encompassing a multi-county area, preferential parking treatment, greater private investments in vanpool programs, and introduction of innovative land use and development programs supporting modal choice. Specific agency responsibility for such activities will need to be determined in the future as these activities present themselves as likely candidates for implementation.

The third and final phase (that is, twenty years and beyond) Lincoln will be in a position to support multi-modal options suited to larger urban areas. By the later part of the 2020's, for example, the greater Lincoln area will be approaching a population of 400,000 persons. With this expanded population base, additional multi-modal transportation service opportunities will emerge. This may include park-n-ride lots, express bus service, and a greater variety in land use and development patterns supporting a diversity of travel modes.

Activity Resource Needs:

The multi-modal planning, education, and service component covers a wide ranging field of activities. The responsibilities and timing of these activities is as complex and varied as the actual activities.

The planning activities – for the most part – would not require any additional near term funding. These activities generally target existing city and county staff, although the planning activities would need to be worked into current assignments and work programs.

Some of the education activities would need additional funds to support their operations. As noted earlier, it would be anticipated that the first line of funding for these activities would be public sector or foundation grants. Additional research would be needed to determine the most appropriate grant funding options. This should be coordinated with any education program presently in place to ensure that their continuance is not jeopardized. The review and reporting of the crash statistics should remain part of the City's existing and on-going program. Finally, a review of current pedestrian and bicycle statutes should not require additional staff. Again a redefinition of work assignments may be required but no further staff would need to be retained for this purpose.

The final component of this effort – multi-modal service activities – could employ a mix of existing staff and additional resources. Depending upon what services are offered and when it is appropriate to activate them, some of the activities could be done by present staff - such as the “smart mortgages” and marketing of transit incentive programs. Creating a formal carpool and/or vanpool program would likely necessitate additional staff, although these programs are not being proposed for implementation during the immediate term. Similarly, park-and-ride lots and other related program would likely demand the allocation of further resources – although these are also not being recommended for near term implementation.

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